

**IN THE CLAIMS:**

*The following claim list replaces all previous claim lists.*

1. (Previously Presented) A product display stand, comprising:

a vertical support having a first end and a second end,

an arm connected to said first end and extending outwardly therefrom,

a product being displayed connected to a distal end of said arm,

a base plate connected to said second end, and

a horizontal base comprising:

    a first member having parallel legs, and

    a second member disposed opposite said first member, said second member having parallel legs, said second member parallel legs extending parallel to and spaced from said first member parallel legs,

said first member being connected to said second member so that said horizontal base forms a T-shaped outline, said base plate being secured to adjacent ones of said first and second member parallel legs.

2. (Previously Presented) The stand described in claim 1, wherein said vertical support is comprised of first, second, and third segments, a top of said first segment connecting with a base of said second segment, a top of said second segment connecting to a base of said third segment, and a top of said third segment connecting to said arm.

3. (Previously Presented) The stand as described in claim 2 wherein each of said first, second, and third segments has a frustoconical end,

each said frustoconical end is secured to an adjacent segment by a threaded bolt extending perpendicularly through both said segments.

4. (Previously Presented) The stand as described in claim 1, wherein, each of said first member and said second member has a first end and a second end, a frustoconical portion of said second member first end slides inside said first member first end to form a single joint,

said base plate is connected to said first member at an intermediate point of said first member,

said base plate is connected to said second member adjacent to said second end of said second member.

5. (Previously Presented) The stand as described in claim 4, wherein said first member is longer than said second member, said first member extending into an interior of said T-shaped outline to form a channel, said channel having an opening perpendicular to said channel longitudinal axis.

6. (Previously Presented) The stand as described in claim 5, wherein said T-shaped outline is formed by a first rectangular shape intersecting a second rectangular shape,

said first rectangular shape being defined by said first member, said second member, and said base plate,

said second rectangular shape being defined by said first member and said second member, said first member detachably connecting to said second member at a centerline of said T-shaped outline.

7. (Previously Presented) The stand as described in claim 6, wherein said horizontal base is configured so that said first member second end and said second member second end extend perpendicular to said first member first end and said second member first end.

8. (Previously Presented) The stand as described in claim 7 wherein each of said first and said second member are configured to have five 90° bends.

9. (Previously Presented) The stand as described in claim 8, wherein said first member second end extends into an interior of said T-shaped outline further than said second member second end.

10. (Previously Presented) The stand as described in claim 4, wherein said base plate is connected to a top surface of said horizontal base, said horizontal base being tubular.

11. (Previously Presented) The stand as described in claim 1 further comprising, support braces extending upwardly perpendicular to said base plate and adjacent to said vertical support,

said base plate having a planar rectangular shape.

12. (Original) The stand as described in claim 1 further comprising sign support elements extending perpendicular to said vertical support,

said vertical support being tubular.

13. (Previously Presented) The stand as described in claim 4 wherein said joint is positioned on a vertical plane that passes through each of said base plate, said vertical support, said arm, and said product, said vertical plane also passing through said horizontal base first member second end.

14. (Previously Presented) The stand described in claim 13 wherein said product is a ceiling fan.

Claims 15-18 (Canceled).

19. (Previously Presented) The stand described in claim 14 wherein said arm has a U-shape and is oriented in a downwardly direction, said arm having a second end connecting to a planar horizontal mounting bracket, said ceiling fan being connected to said mounting bracket.

Claim 20 (Canceled).

21. (Previously Presented) A product display stand, comprising:

- a vertical support having a first end and a second end,
- an arm connected to said first end and extending outwardly therefrom,
- a product being displayed connected to a distal end of said arm,
- a base plate connected to said second end,
- a horizontal base connected to said base plate so that said horizontal base and said base plate form a T-shaped outline, an extended portion of said horizontal base projecting into the T-shaped outline.

22. (Previously Presented) The display stand described in claim 21 wherein said horizontal base comprises:

- a first member having a first ground engaging surface and an oppositely disposed second surface, and,

a second member having a first ground engaging surface and an oppositely disposed second surface, said first and second member second surfaces forming a planar horizontal display surface.

23. (Previously Presented) The display stand described in claim 22 wherein said arm extends above and parallel to said horizontal base.

24. (Previously Presented) The display stand described in claim 23 wherein said product is displayed on said planar horizontal display surface.

25. (Previously Presented) The display stand described in claim 24 wherein said product is a ceiling fan.